Permit #F00029364

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00029364 **Type of Permit:** FILMING **Release Date:** 07/02/2010

Production Company MAVERICK TELEVISION LTD

Insured Company Name MAVERICK TELEVISION LTD

Contact Phone No. 1 44-207-383-2727
Contact Phone No. 2
Fax
Address 40 CHURCH WAY
LONDON, ENGLAND NW11LW

Production Title MY SUPER SWEET

Type of Production TV Reality

Producer KERRI GARSON

Director N/A N/A

1st AD N/A N/A

Production Manager LINA HELLZEN

FilmL.A. Coordinator Jason Del Paine

Location Manager SOPHIE LEONARD
Primary Phone Mobile - 323-217-6999
Secondary Phone Office - 44-207-383-2727

Location Assistant Eddie N/a
Primary Phone Office - 323-377-4964
Secondary Phone

Fees

FILMLA FILM APPLICATION FEE	$625.00
LA CITY DEPT OF REC AND PARKS - FILM USE FEE	$450.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,160.00

Number of Locations 2

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Summary Information — Location

Permit Number	F00029364	**Location Manager**	SOPHIE LEONARD
Production Company	MAVERICK TELEVISION LTD	Primary Phone	Mobile - 323-217-6999
Insured Company	MAVERICK TELEVISION LTD	Secondary Phone	Office - 44-207-383-2727
Production Title	MY SUPER SWEET		

Location Address All areas under the Jurisdiction of the City of Los Angeles, Los Angeles, CA, 90012

Location Names ALL JURISDICTIONS GRID

Location Type Street

Location Description

Film Dates 7/5/2010 - 7/11/2010 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No interference with merchant activity
No interference with vehicular or pedestrian traffic
No stopping or setting up in front of merchants or residents without prior approval

Please see attached document F29364, MAVERICK.pdf

Equipment on Location

Type	Quantity
Picture vehicles	1
Vans	1

Personnel on Location

Type	Quantity
Cast	5
Crew	5

Filming Activities Camera in car; Car-to-Car; Driving shots with the flow of traffic; Equipment on sidewalk only.; Exterior Dialogue; Exterior establishing shots; Exterior MOS; Handheld equipment; Interior Dialogue; Crew with hand held equipment follows talent shopping and to restaurants, daily activities;

Jurisdiction **Political:** Multiple Jurisdictions **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes
PRODUCTION MUST BE 15 PEOPLE OR LESS. ALL HAND HELD EQUIPMENT.
EXTERIOR FILMING ONLY. ALL INTERIOR FILMING MUST BE CLEARED WITH FILML.A. PRIOR TO SHOOTING AND IT MAY REQUIRE ADDING IT AS A LOCATION.
ALL FILMING ON CITY/COUNTY OWNED PROPERTY MUST BE ADDED AS A LOCATION TO PERMIT.
PRODUCTION COMPANY MUST CONTACT FILML.A. PRIOR TO FILMING IN A RESIDENTIAL AREA.
INTERIOR ACTIVITY AT A LOCATION MAY NOT EXCEED A TWO-HOUR TIME FRAME. PRE-DETERMINED LOCATIONS WITH INTERIOR ACTIVITY EXCEEDING TWO HOURS MUST BE PROCESSED AS A SEPARATE LOCATION.

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street : Available legal parking.

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Insured Company	MAVERICK TELEVISION LTD	Secondary Phone	Office - 44-207-383-2727
Production Title	MY SUPER SWEET		

Location Address Ocean Front Walk, Rose Ave - Washington Blvd Los Angeles, CA 90291

Location Names

Location Type Park

Location Description

Film Dates 7/8/2010 - 7/8/2010 10:00 - 14:00

Open or Closed to the Public Open

Generic Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic
No stopping or setting up in front of merchants or residents without prior approval

Please see attached documents
F29364, Maverick TV, Ocean Front.pdf
Venice Area January 2010.pdf

Equipment on Location

Type	Quantity
Vans	2

Personnel on Location

Type	Quantity
Cast	4
Crew	4

Filming Activities Exterior Dialogue; Exterior establishing shots; Handheld equipment; Hand held follows talent as they walk down the boardwalk. Handing out fliers for a birthday party. ; Talent is picked up on a motorcycle and drives away on a side street. Motorcycle is not on the boardwalk.;

Jurisdiction
Political: Los Angeles City - Council District 11
Police: Los Angeles Police Department
Fire: Los Angeles City

Location Notes

Parking

Base Camp
Location Type : Location
Street : Available Parking

Crew Parking
Location Type : Location
Street : Available parking

NOT A PERMIT

APPOINTMENT OF FILM THIS PRODUCTION SERVICES, INC. AS AUTHORIZED AGENT AND REPRESENTATIVE

I certify that I am a representative of Maverick Television LTD ("Principal") and am
Name of "Principal" / Production Company
authorized to enter into binding contractual agreements on Principal's behalf. I further certify that I am authorized by principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance and compliance with location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on the behalf of Principal in my capacity as it's authorized representative, I appoint Film This Production Services, Inc. (a.k.a. Film This) and it's employees and agents ("Film This") as Principal's authorized representatives and agents to apply for and receive location film (e.g. theatrical, television, commercial, and other motion picture filming) and still photographic permits on behalf of Principal through the *FILML.A., INC.* for any city , county or other jurisdiction where *FILML.A., INC.* operates: to negotiate, discuss, accept, modify, agree to bind the Principal to the terms and conditions of such permits (including any restrictions and/or community guidelines applicable to any such permit) and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or it's insurer) remains responsible for liable and all obligations imposed by or incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) Film This. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints Film This as an authorized representative to facilitate compliance with such terms and conditions following issuance of such permits and to enter into agreements for Principal with respect thereto. Any person, City, agency, entity or organization (including *FILML.A., INC.* and any city, county or other jurisdiction where *FILML.A., INC.* operates) may rely on this appointment and not need obtain any further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient and may be treated as an original for all purposes. The appointment may be revoked by Principal at anytime in writing delivered to *FILML.A., INC.*, but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint Film This as an agent for Principal and based on that authority I hereby appoint Film This as Principal's agent as set forth herein.

Dated 6/28/10

By Kerri Garson
Representative's Signature

Maverick Television LTD	40 Church Way
Name of "Principal" (Production Company)	Principal's Address
Kerri Garson	London NW1 1LW
Print Princpal Representative's Name	City, State, Zip Code
EP	0207 874 6663
Representative's Title (i.e. UPM, Loc Mgr)	Principal's Telephone Number

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PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.
- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.

F-29364
MAVERICK TELEVISION LTD-MY SUPER SWEET
(VENICE BOARDWALK)

NOT A PERMIT

- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.
- Must park all vehicles legally on the street.
- Must hand cart or carry all equipment to location. May not drive on any park service roads or pathways at any time.
- Must not interfere with regularly scheduled patron activities.
- **OKAY TO FILM 10AM-2PM.**
- **OKAY TO FILM AT THE VENICE BEACH BOARDWALK.**
- **CREW OF 8.**

F-29364
MAVERICK TELEVISION LTD-MY SUPER SWEET
(VENICE BOARDWALK)

NO PARK PERMIT

SPECIAL FILMING CONDITIONS
VENICE AREA

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

For purposes of these guidelines the Venice area is Santa Monica City limits to the north, Lincoln Boulevard to the East, Pacific Ocean to the west and Washington Boulevard to the South (including the Strand which is Pacific Avenue, Washington Boulevard, Via Marina, and the Pacific Ocean)

- **Affected residents and merchants must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted at least three (3) days in advance.*

- **Filming on holidays and weekends is generally not permitted**, especially during the summer. Exemptions may be granted on a case-by-case basis. Factors such as size of company, exact location and scope of intended filming, time of year, and anticipated impact on local parking will be considered when reviewing requests for such exemptions.

- **No vehicles shall be driven or parked on Ocean Front Walk between the hours of 10:00 a.m. and 7:00 p.m**. unless approved by The Department of Recreation and Parks.

- **Speedway shall not be used for parking of vehicles or equipment and must remain open to emergency vehicles.**

- **All vehicles and equipment (including private automobiles) associated with the production company shall be legally parked unless specific exemption is granted by the film permit.** No vehicles or equipment shall be permitted to park on Ocean Front Walk or the Venice Recreation Area property unless approved by The Department of Recreation and Parks. The use of private parking lots is strongly encouraged. Publicly owned parking lots in the area are managed by PCI parking and must be added to the filming permit and cleared with the appropriate agency.

- **Use of Los Angeles County beach parking lots have the following restrictions:**

    - **The Washington Boulevard lot is restricted to parking only between 7:00 a.m. and 10 p.m**. No community survey will be allowed for additional hours.
    - **Rose Avenue and Venice Boulevard lots require a community survey from affected residential buildings for any activity (parking or filming) prior to 7:00 a.m or after 10:00 p.m.**

- **Traffic control on all area streets shall be limited to a maximum of two (2) minutes.**

- **It is the responsibility of the production company to deploy sufficient police officers to ensure that traffic flow in the area is not unreasonably hindered.**

- **Additional Special Filming Conditions apply to filming on Washington Boulevard between Pacific Avenue and the Venice Pier, Abbot Kinney Boulevard, and Venice Beach.**

FilmL.A. Inc. PERMIT